

The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



SMI Publishing Group Limited
星美出版集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8010)

**DELAY IN ANNOUNCEMENT OF INTERIM RESULTS
AND
DESPATCH OF INTERIM REPORT**

The Board wishes to announce that there will be a delay in the announcement of the Interim Results and the despatch of the Interim Report on or before 31 December 2007.

At the request of the Company, trading in the shares of the Company was suspended from 11:04 a.m. on 28 April 2005 and will remain suspended until further notice.

**DELAY IN ANNOUNCEMENT OF INTERIM RESULTS AND DESPATCH OF
INTERIM REPORT**

References were made to the announcements of SMI Publishing Group Limited (the “Company”) dated 5 July 2007 and 31 August 2007 in relation to the further delay in the announcement of the annual results of the Company and its subsidiaries (the “Group”) for the year ended 31 March 2007 (the “Annual Results”) and the first quarterly results of the Group for the three months ended 30 June 2007 (the “First Quarterly Results”), and further delay in the despatch of the annual report of the Company for the year ended 31 March 2007 (the “Annual Report”) and the first quarterly report of the Company for the three months ended 30 June 2007 (the “First Quarterly Report”). The board of directors of the Company (the “Board”) announces that there will be a delay in the announcement of the interim results of the Group for the six months ended 30 September 2007 (the “Interim Results”) and the despatch of the interim report of the Company for the six months ended 30 September 2007 (the “Interim Report”), due to the delay in the announcement of the Annual Results and the First Quarterly Results, and the despatch of the Annual Report and the First Quarterly Report. It is expected that the Interim Results will be announced and the Interim Report will be despatched on or before 31 December 2007.

The delay in the announcement of the Interim Results and the despatch of the Interim Report constitutes a breach of Rules 18.78 and 18.53 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “GEM Listing Rules”). In this regard, the Stock Exchange may reserve its rights to take appropriate actions against the Company and/or its directors.

SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company was suspended from 11:04 a.m. on 28 April 2005 and will remain suspended until further notice.

By Order of the Board
SMI Publishing Group Limited
Wang Fei
Executive Director

Hong Kong, 15 October 2007

As at the date of this announcement, the Board comprises six directors, of which two are executive directors, namely, Mr. Qin Hong and Mr. Wang Fei and four are independent non-executive directors, namely Mr. Shi Bin Hai, Mr. Yan Chun, Mr. Jiang Jin Sheng and Mr. Kong Tze Wing.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the “Latest Company Announcements” page of the Growth Enterprise Market website at www.hkgem.com for at least 7 days from the date of its posting.

* For identification purpose only